

FIG.2

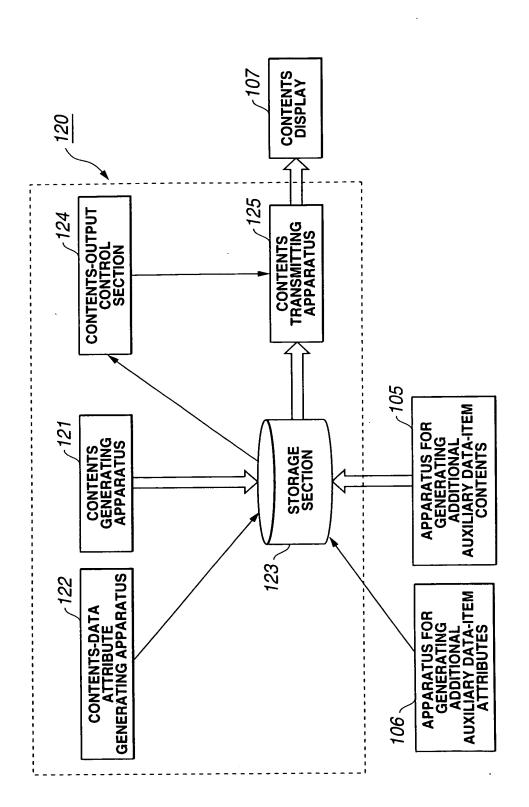
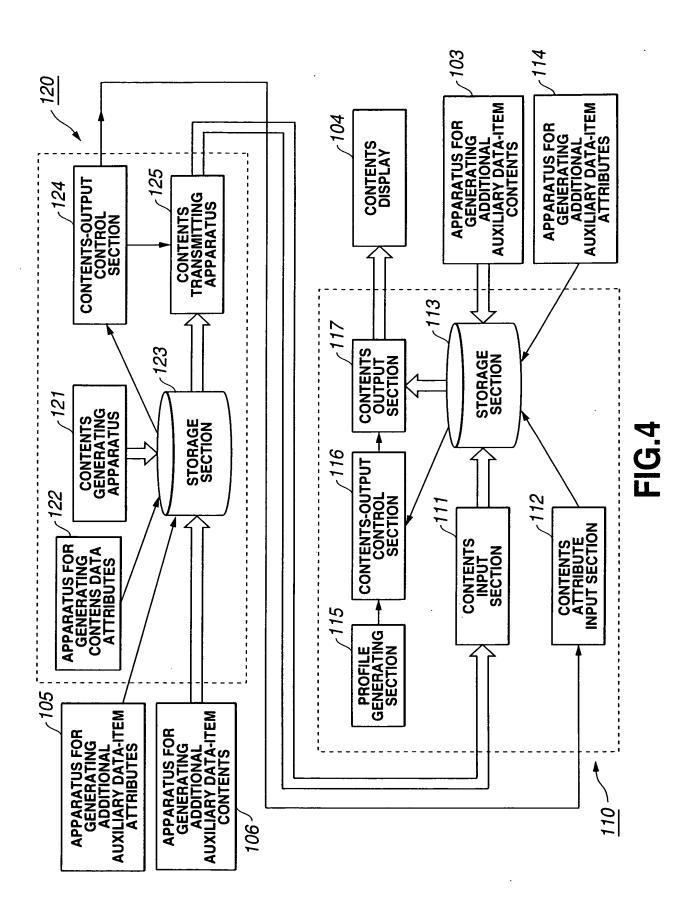


FIG.3

] =5.



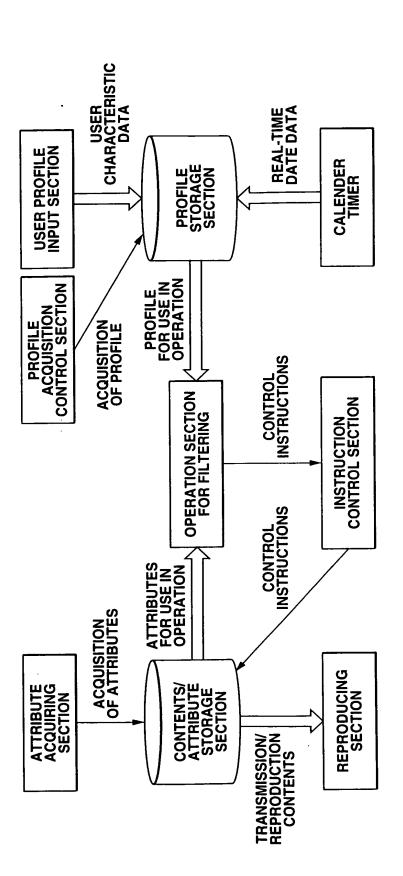


FIG.5

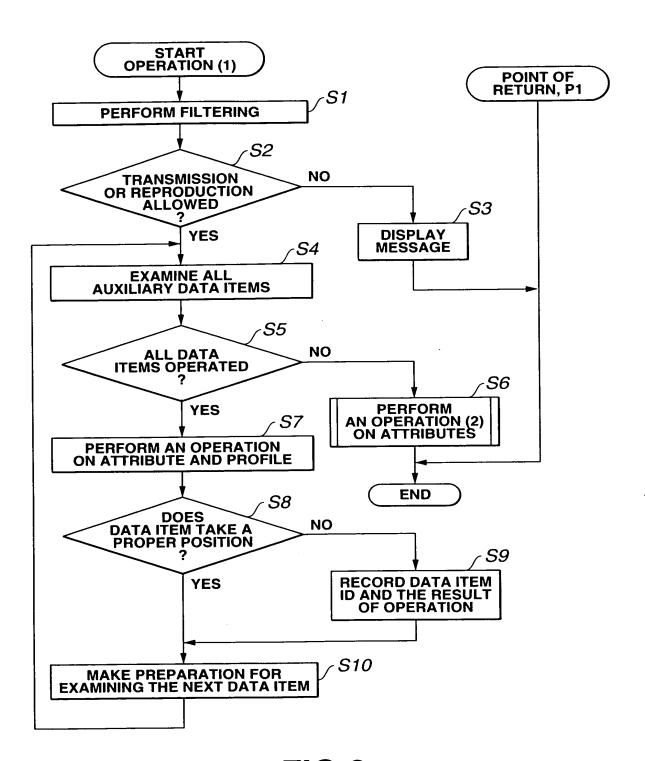
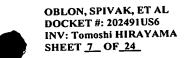


FIG.6



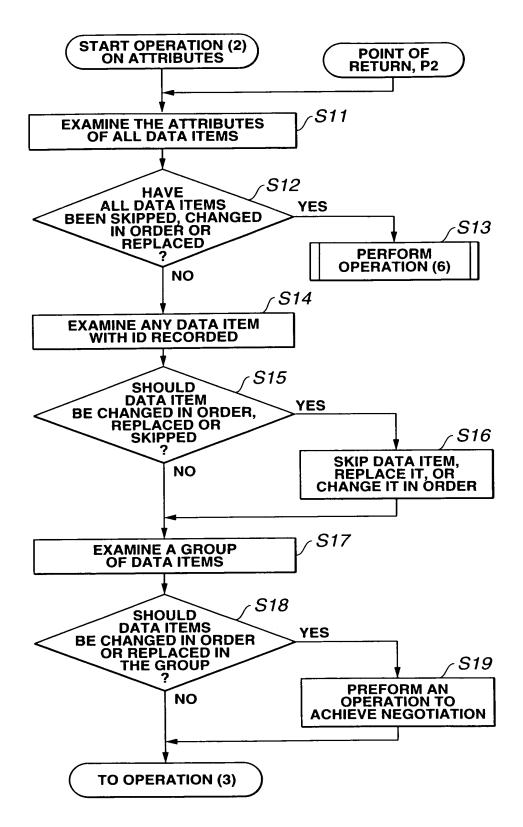


FIG.7

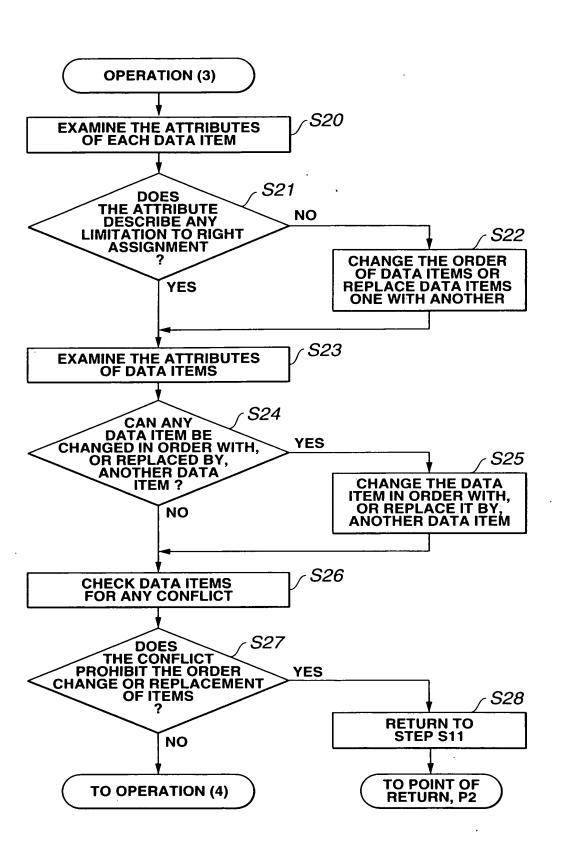


FIG.8

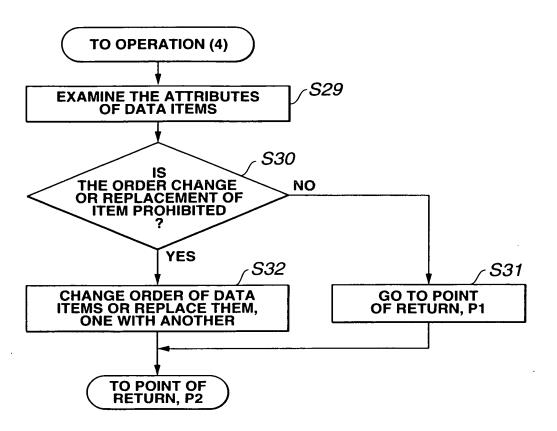


FIG.9

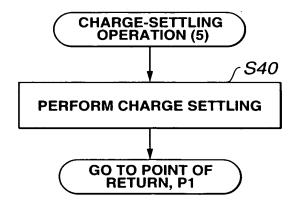


FIG.10

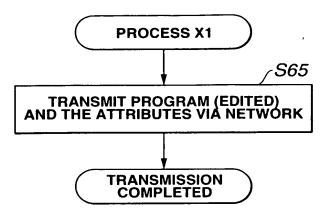


FIG.12

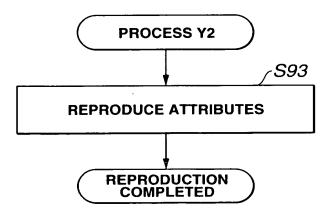


FIG.15

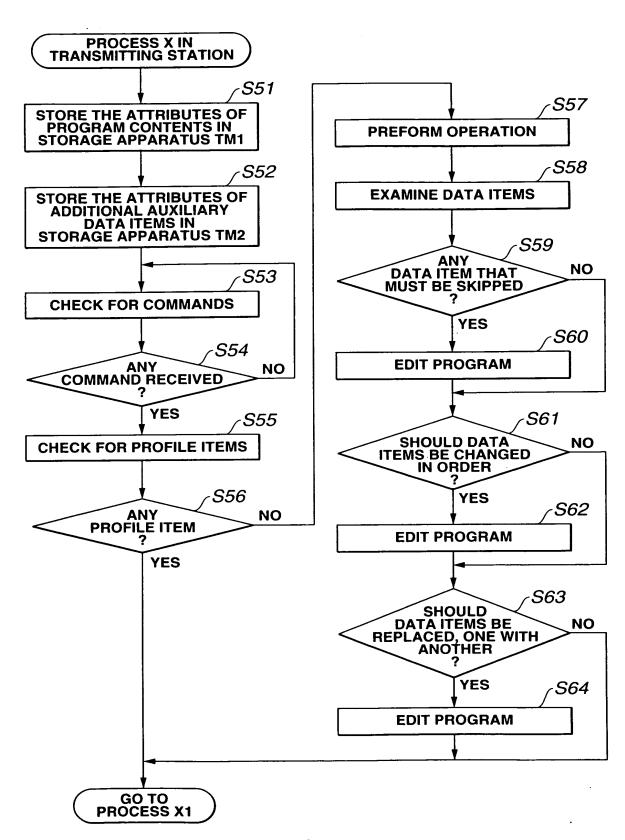


FIG.11

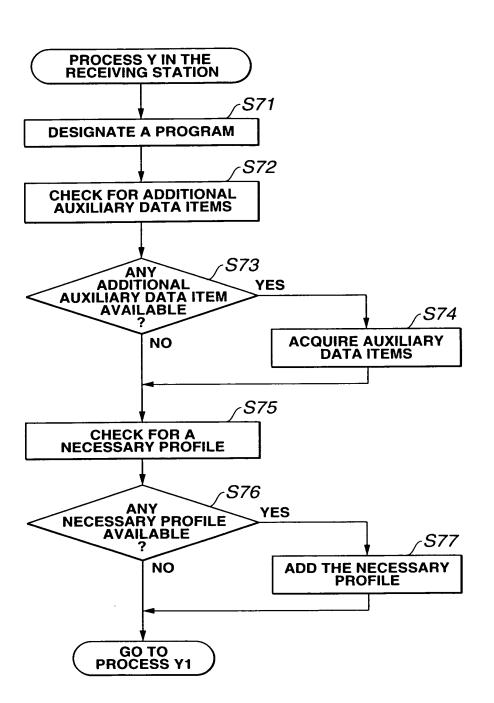


FIG.13

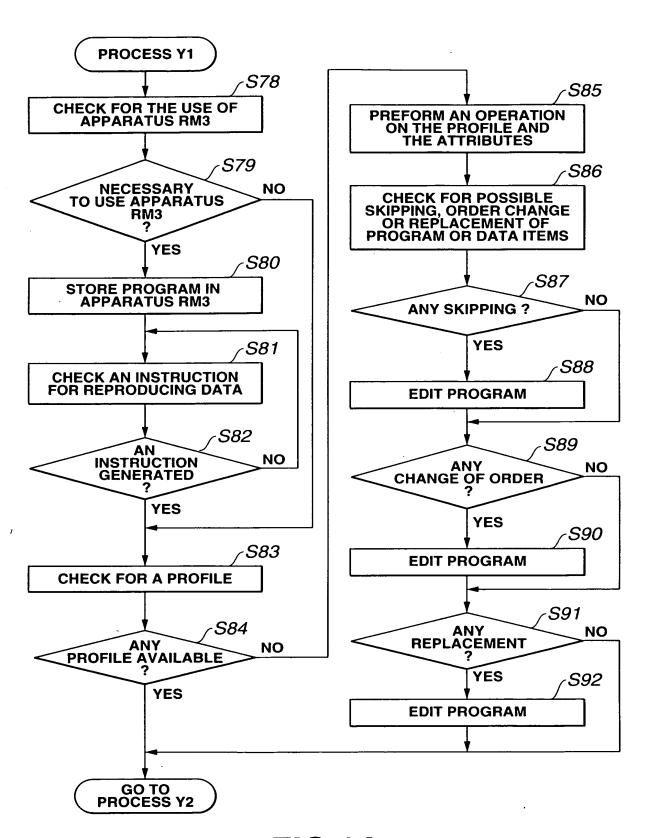


FIG.14

145

100

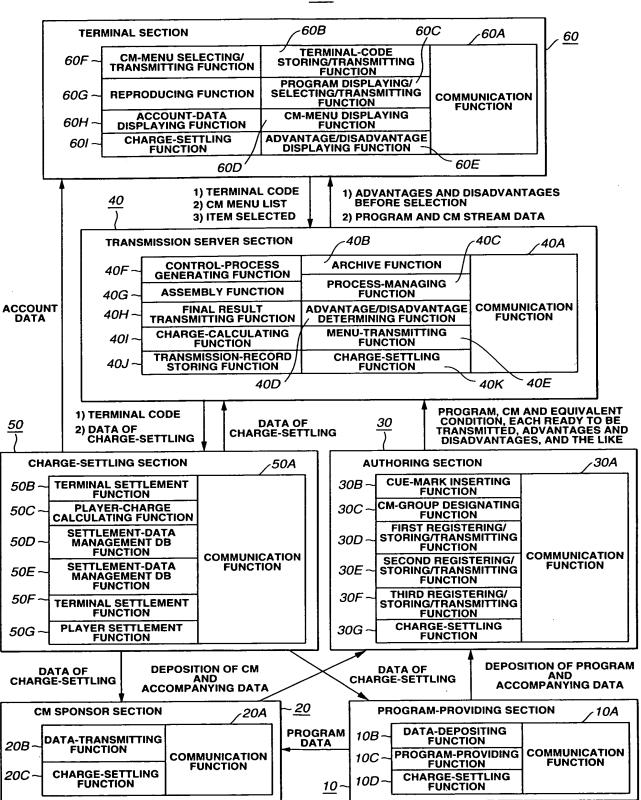


FIG.16

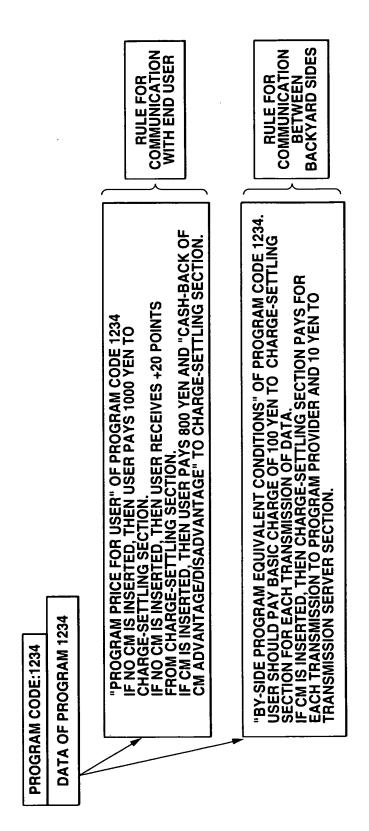


FIG.17

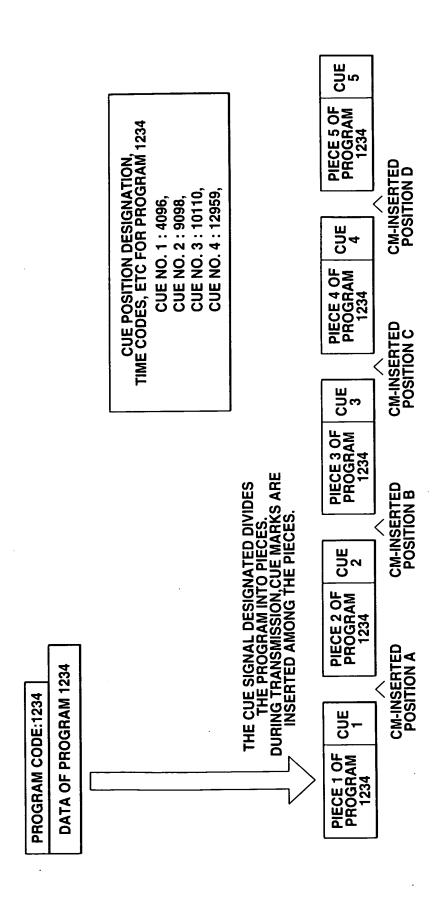


FIG. 18

DATA OF CM 23

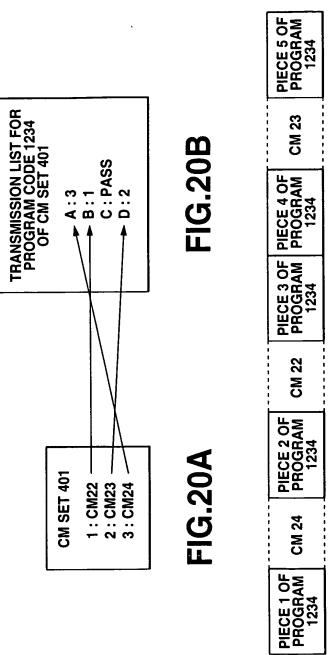
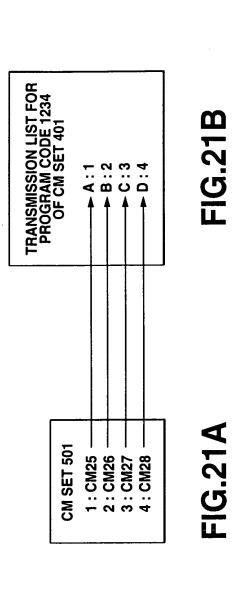


FIG.20C



PIECE 5 OF PROGRAM 1234
CM 28
PIECE 4 PROGR/ 1234
OF CM 27
PIECE 3 OF PROGRAM 1234
CM 26
д
CM 25
PIECE 1 OF PROGRAM 1234

FIG.21C

PIECE 1 OF PIECE 2 OF PIECE 3 OF PIECE 4 OF PROGRAM 1234 PROGRAM 1234 PROGRAM 1234 PROGRAM 1234 PROGRAM 1234

FIG.22

PROGRAM CODE TO BE INSERTED FOR CM SET 445 PROGRAM CODE 1234, PROGRAM CODE 4456, PROGRAM CODE 5377

£

PROGRAM CODE: 1234

DATA OF PROGRAM 1234

"PROGRAM PRICE FOR USER" OF PROGRAM CODE 1234
IF NO CM IS INSERTED, THEN USER PAYS 1000 YEN TO
CHARGE-SETTLING SECTION.
IF NO CM IS INSERTED, THEN USER RECEIVES +20 POINTS FROM
CHARGE-SETTLING SECTION.
IF CM IS INSERTED, THEN USER PAYS 800 YEN AND "CASH-BACK OF
CM ADVANTAGE/DISADVANTAGE" TO CHARGE-SETTLING SECTION.

+

CM SET 455

2: CM24 1: CM22

3: CM27

"CM ADVANTAGE/DISADVANTAGE CONDITION" OF CM SET 445
IF CM IS INSERTED, ADD THE INCENTIVE POINTS OF CM SPONSORS
TOGETHER, AND ADD +300 POINTS TO THE ACCOUNT OF THE
TERMINAL(USER) CONTROLLED BY CHARGE-SETTLING SECTION.
THE CASH-BACK OF CM ADVANTAGE/DISADVANTAGE IS -200 YEN.

DISPLAYING OF ADVANTAGES AND DISADVANTAGES

CHARGE IS 1000 YEN AND POINT RECEIVED IS 20, IF NO CM IS INSERTED. .. 8

CHARGE IS 600 YEN AND POINT RECEIVED IS 300, IF CM IS INSERTED.

0

		2	=
	÷	į	=
	÷	:	٠,
	÷		
	=		
		į	
		į	7
*		=	
3			
(9711 -1111	=	=	
	11	_	
1	=	ż	:
į	=		
į	ı	1	

COMMUNICATION WITH END USER.		COMMUNICATION BETWEEN BACKYARDS.	
"CM ADVANTAGE/DISADVANTAGE CONDITION" OF CM SET 401 IF CM IS INSERTED, ADD THE INCENTIVE POINTS OF CM SPONSORS TOGETHER, AND ADD +300 POINTS TO THE ACCOUNT OF THE TERMINAL(USER) CONTROLLED BY CHARGE-SETTLING SECTION. THE CASH-BACK OF CM ADVANTAGE/DISADVANTAGE IS -200 YEN.	"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 22 IF CM SET CONTAINING THE CM IS SELECTED AND TRANSMITTED, CM SPONSOR PAYS 10 YEN TO AUTHORING SECTION ONLY ONCE. SPONSOR PAYS 10 YEN TO TRANSMISSION SERVER SECTION, FOR EACH CM BROADCAST.	"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 24 CM SPONSOR PAYS 10 YEN TO CHARGE-SETTLING SECTION AND 30 YEN TO PROGRAM PROVIDER, FOR EACH CM TRANSMITTED.	"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 27 SPONSOR PAYS 30 YEN TO PROGRAM PROVIDER, FOR EACH CM TRANSMITTED.
CM SET 401 1: CM22 2: CM24 3: CM27	DATA OF CM 22	DATA OF CM 24	DATA OF CM 27

CHARGE-SETTLING SECTION PAYS BASIC FEE
OF 100 YEN TO PROGRAM PROVIDER,
FOR EACH TRANSMITTED "BY-SIDE PROGRAM EQUIVALENT"
OF PROGRAM CODE 1234.
IF CM IS INSERTED, THEN CHARGE-SETTLING SECTION PAYS
10 YEN TO PROGRAM PROVIDER AND 10 YEN TO
TRANSMISSION SERVER SECTION.

+

"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 22
IF CM SET CONTAINING THE CM IS SELECTED AND TRANSMITTED,
CM SPONSOR PAYS 10 YEN TO AUTHORING SECTION ONLY ONCE.
SPONSOR PAYS 10 YEN TO TRANSMISSION SERVER SECTION,
FOR EACH CM BROADCAST.

"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 24 CM SPONSOR PAYS 10 YEN TO CHARGE-SETTLING SECTION AND 30 YEN TO PROGRAM PROVIDER, FOR EACH CM TRANSMITTED.

"BY-SIDE CM EQUIVALENT CONDITIONS" OF CM 27 SPONSOR PAYS 30 YEN TO PROGRAM PROVIDER, FOR EACH CM TRANSMITTED.

CHARGE-SETTLING IN THE CASE WHERE NO CM IS INSERTED. PROGRAM PROVIDER RECEIVES 100 YEN. CHARGE-SETTLING SECTION PAYS 100 YEN. CHARGE-SETTLING IN THE CASE
WHERE CM IS INSERTED.
PROGRAM PROVIDER RECEIVES 140 YEN.
TRANSMISSION SERVER SECTION RECEIVES 10 YEN.
CHARGE-SETTLING SECTION PAYS 100 YEN.
AUTHORING SECTION RECEIVES.

CHARGE-SETTLING SECTION PAYS 100 YEN. SPONSOR OF CM 22 PAYS 20 YEN. SPONSOR OF CM 24 PAYS 20 YEN. SPONSOR OF CM 27 PAYS 30 YEN.

40

30

10

FIG.27

ا الم · F 'n I [] H Æ Ē

60